

# new york minute

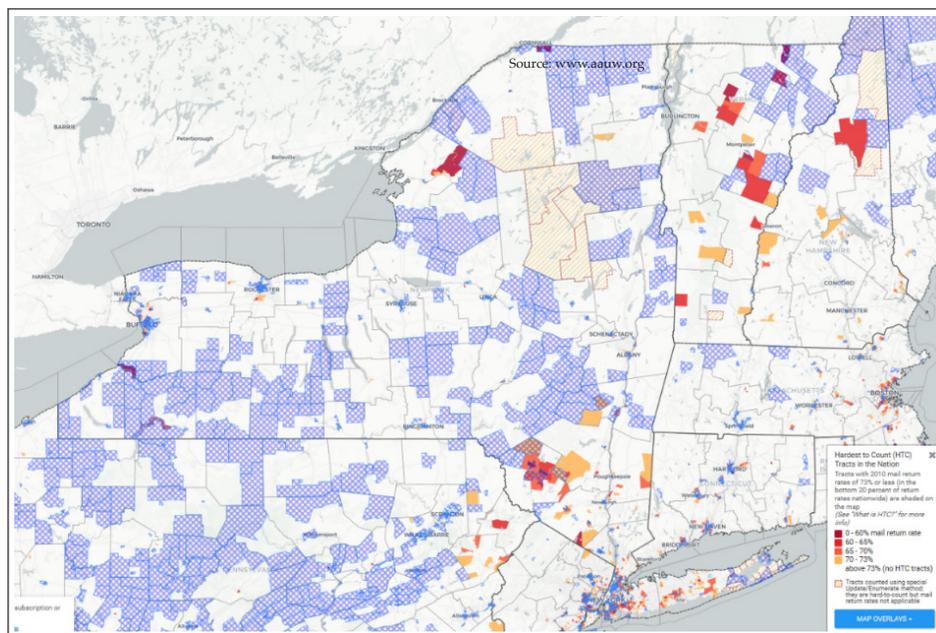
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## Conducting a Fair & Accurate 2020 Census in NYS: Mapping Hard to Count Communities

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Conducting an accurate count of the nation's population in a decennial census is mandated by the U.S. Constitution (Article 1, Section 2). Population numbers are used to determine congressional apportionment and for distributing hundreds of billions of federal dollars to communities across the country. The Census Bureau has identified communities at-risk for being undercounted based on low self-response rates from the 2010 decennial Census, as well as those with characteristics such as higher proportions of seniors, recent immigrants and renters, communities with poor internet access and/or those in remote or rural areas. Approximately 36% of NYS's population (~ 7.2 million people) live in these hard-to-count areas<sup>1</sup>.

Governor Cuomo just announced \$60 million to support a full count in the next decennial census<sup>2</sup>. The 2020 effort will allow online response, in addition to the traditional mail-back method. The map below highlights (in blue) census tracts where 25% or more of households either have no internet subscription or are limited to dial-up connection, potentially hampering efforts to increase online response rates. Census tracts with mail return rates of 73% or less in the 2010 Census are shaded in light orange to red; these areas may require more intensive efforts to ensure that NYS has a full and accurate count in 2020. Using a variety of overlays, maps such as this can be beneficial to outreach efforts by identifying the hard-to-count population at various geographic levels.



<sup>1</sup> <https://www.censushardtcountmaps2020.us/> - (specify New York State)

<sup>2</sup> <https://www.governor.ny.gov/news/governor-cuomo-announces-60-million-support-counting-every-new-yorker-2020-census>

### Additional Resources

Census 2020 Hard to Count Maps: [www.censushardtcountmaps2020.us](http://www.censushardtcountmaps2020.us)  
2020 Census Partners: [www.2020census.gov/en/partners.html](http://www.2020census.gov/en/partners.html)

2020 Census Research, Operational Plans & Oversight: [www.census.gov/programs-surveys/decennial-census/2020-census.html](http://www.census.gov/programs-surveys/decennial-census/2020-census.html)  
Response Outreach Area Mapper (ROAM): [www.census.gov/roam](http://www.census.gov/roam)



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